

# JOSH MANDEL

Revision #: 0 Date: 8/20/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 2614  
 Media: TV Description: OH US SEN JOSH MANDEL AUG 21-AUG 27  
 Product: GENERAL Flight Start Date: 8/21/12 5:00:00 AM  
 Market: Cincinnati Flight End Date: 8/27/12 4:59:00 AM

#50591  
WKRC-100%

Separation between spots: 30

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Total Spots
					Dur	8/21	8/22	8/23	8/24	8/25	8/26	8/27	
<b>WKRC-TV</b>													
27	MTuWThF 6:00a-6:30a GD MRN CINN@6	EM	\$400.00	\$340.00	2 15	2	2	2	2	0	0	2	10
41	MTuWThF 6:00p-6:30p LOCAL12 NEWS-6<	EN	\$750.00	\$637.50	2 15	2	2	2	2	0	0	2	10
44	MTuWThF 11:00p-11:35p LATE NEWS	LN	\$850.00	\$722.50	3 15	2	2	2	2	0	0	2	10
45	Su 11:00p-11:35p LATE NEWS	LN	\$850.00	\$722.50	3 15	0	0	0	0	0	2	0	2
<b>Total Spots:</b>					6	6	6	6	0	2	6		32
<b>Total Cost:</b>					\$21,700.00	\$18,445.00							
<b>Total</b>					AUG 12	\$17,700.00	\$15,045.00						26
<b></b>					SEP 12	\$4,000.00	\$3,400.00						6

Signature: \_\_\_\_\_

Disclaimer:

:15 BOOKED 10/2 ↗



## Summary by Station/System

Date: 8/20/2012

**Client:** OH- US SEN- JOSH MANDEL- 2012 **Estimate:** 2614  
**Media:** TV **Description:** OH US SEN JOSH MANDEL AUG 21-AUG 27  
**Product:** GENERAL **Flight Start Date:** 8/21/12 5:00:00 AM  
**Market:** Cincinnati **Flight End Date:** 8/27/12 4:59:00 AM

**Separation between spots:** 30

Station	Total Spots	STN Gross		STN Net	
		PCT	PCT	PCT	PCT
WKRC-TV	32	\$21,700.00	100%	\$18,445.00	100%
<b>Market Total:</b>	<b>32</b>	<b>\$21,700.00</b>		<b>\$18,445.00</b>	

# ORDER

## LOCAL 12

Orders	Order / Rev:	50591
	Alt Order #:	2614
	Product Desc:	Local 12 WKRC-TV
	Estimate:	LSM LSM
	Flight Dates:	Primary AE:
	Original Date / Rev:	Sales Office:
	Order Type:	Sales Region:
Agency	Name:	Strategic Media Placement
	Buying Contact:	Cash
	Billing Contact:	Broadcast
	7669 Stagers Loop	EOM/EOC
	Delaware, OH 43015	15%
Advertiser	Name:	Josh Mandel fo Ohio US Senate
	Demographic:	New Business Thru:
	Product Codes:	00:15:00
	Priority:	Advertiser External ID:
	Revenue Codes:	Agency External ID:

### Strategic Media Placement

Bill Plan			Totals		
Start Date	End Date	# Spots	Month	# Spots	Gross Amount
07/30/12	08/26/12	13	August 2012	13	\$17,700.00
08/27/12	08/27/12	3	September 2012	3	\$4,000.00
			Totals	16	\$17,700.00
					\$18,445.00
					0.00

### Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
LSM LSM			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKRC	08/21/12	08/27/12	6a Good Morn Cincinnati	6:00 AM-6:30 AM	111111--	:15:15	5	\$800.00	P-2	0.00	BK	5	\$4,000.00	
				6a Good Morn Cincinnati	(6:00 AM-6:30 AM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 08/20/12	08/26/12	-1111--	✓	\$800.00	0.00								
		Week: 08/27/12	09/02/12	1-----	✓	\$800.00	0.00								
N 2	WKRC	08/21/12	08/27/12	6p Local 12 News at Six	6p Local 12 News at Six	111111--	:15:15	5	\$1,500.00	P-2	0.00	BK	5	\$7,500.00	
				6p Local 12 News at Six											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 08/20/12	08/26/12	-1111--	✓	\$1,500.00	0.00								
		Week: 08/27/12	09/02/12	1-----	✓	\$1,500.00	0.00								
N 3	WKRC	08/21/12	08/27/12	11p M-F Local 12 News CM	11p-1135p	111111--	:15:15	5	\$1,700.00	P-3	0.00	BK	5	\$8,500.00	
				11p M-F Local 12 News CM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 08/20/12	08/26/12	-1111--	✓	\$1,700.00	0.00								
		Week: 08/27/12	09/02/12	1-----	✓	\$1,700.00	0.00								
N 4	WKRC	08/26/12	08/26/12	11p Sa-Su Local 12 NwsCM	11p-1135p	-----1	:15:15	1	\$1,700.00	P-3	0.00	BK	1	\$1,700.00	
				11p Sa-Su Local 12 NwsCM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 08/20/12	08/26/12	-----1	✓	\$1,700.00	0.00								
		Week: 08/27/12	09/02/12	-----1	✓	\$1,700.00	0.00								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 08/20/12	08/26/12	-----1	✓	\$1,700.00	0.00								
		Week: 08/27/12	09/02/12	-----1	✓	\$1,700.00	0.00								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 08/20/12	08/26/12	-----1	✓	\$1,700.00	0.00								
		Week: 08/27/12	09/02/12	-----1	✓	\$1,700.00	0.00								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 08/20/12	08/26/12	-----1	✓	\$1,700.00	0.00								
		Week: 08/27/12	09/02/12	-----1	✓	\$1,700.00	0.00								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 08/20/12	08/26/12	-----1	✓	\$1,700.00	0.00								
		Week: 08/27/12	09/02/12	-----1	✓	\$1,700.00	0.00								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 08/20/12	08/26/12	-----1	✓	\$1,700.00	0.00								
		Week: 08/27/12	09/02/12	-----1	✓	\$1,700.00	0.00								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 08/20/12	08/26/12	-----1	✓	\$1,700.00	0.00								
		Week: 08/27/12	09/02/12	-----1	✓	\$1,700.00	0.00								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 08/20/12	08/26/12	-----1	✓	\$1,700.00	0.00								
		Week: 08/27/12	09/02/12	-----1	✓	\$1,700.00	0.00								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 08/20/12	08/26/12	-----1	✓	\$1,700.00	0.00								
		Week: 08/27/12	09/02/12	-----1	✓	\$1,700.00	0.00								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 08/20/12	08/26/12	-----1	✓	\$1,700.00	0.00								
		Week: 08/27/12	09/02/12	-----1	✓	\$1,700.00	0.00								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 08/20/12	08/26/12	-----1	✓	\$1,700.00	0.00								
		Week: 08/27/12	09/02/12	-----1	✓	\$1,700.00	0.00								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 08/20/12	08/26/12	-----1	✓	\$1,700.00	0.00								
		Week: 08/27/12	09/02/12	-----1	✓	\$1,700.00	0.00								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 08/20/12	08/26/12	-----1	✓	\$1,700.00	0.00								
		Week: 08/27/12	09/02/12	-----1	✓	\$1,700.00	0.00								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 08/20/12	08/26/12	-----1	✓	\$1,700.00	0.00								
		Week: 08/27/12	09/02/12	-----1	✓	\$1,700.00	0.00								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 08/20/12	08/26/12	-----1	✓	\$1,700.00	0.00								
		Week: 08/27/12	09/02/12	-----1	✓	\$1,700.00	0.00								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 08/20/12	08/26/12	-----1	✓	\$1,700.00	0.00								
		Week: 08/27/12	09/02/12	-----1	✓	\$1,700.00	0.00								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 08/20/12	08/26/12	-----1	✓	\$1,700.00	0.00								
		Week: 08/27/12	09/02/12	-----1	✓	\$1,700.00	0.00								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 08/20/12	08/26/12	-----1	✓	\$1,700.00	0.00								
		Week: 08/27/12	09/02/12	-----1	✓	\$1,700.00	0.00								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 08/20/12	08/26/12	-----1	✓	\$1,700.00	0.00								
		Week: 08/27/12	09/02/12	-----1	✓	\$1,700.00	0.00								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 08/20/12	08/26/12	-----1	✓	\$1,700.00	0.00								
		Week: 08/27/12	09/02/12	-----1	✓	\$1,700.00	0.00								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 08/20/12	08/26/12	-----1	✓	\$1,700.00	0.00								
		Week: 08/27/12	09/02/12	-----1	✓	\$1,700.00	0.00								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 08/20/12	08/26/12	-----1	✓	\$1,700.00	0.00								
		Week: 08/27/12	09/02/12	-----1	✓	\$1,700.00	0.00								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 08/20/12	08/26/12	-----1	✓	\$1,700.00	0.00								
		Week: 08/27/12	09/02/12	-----1	✓	\$1,700.00	0.00								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>										

# Spot Manager: All, 08/21/12-08/27/12



Advertiser: Josh Mandel fo Ohio US Senate

Agency: Strategic Media Placement

Station: WKRC-TV

Order: 50591

Line: 1

08/21/12	Tuesday	6:42:36 AM	:15/:15	\$800.00	6a Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM)	2614	2614	P-2	1	LSM
08/22/12	Wednesday		:15/:15	\$800.00	6a Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM)	2614	2614	P-2	2	LSM
08/23/12	Thursday		:15/:15	\$800.00	6a Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM)	2614	2614	P-2	3	LSM
08/24/12	Friday		:15/:15	\$800.00	6a Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM)	2614	2614	P-2	4	LSM
08/27/12	Monday		:15/:15	\$800.00	6a Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM)	2614	2614	P-2	5	LSM
				\$4,000.00							5

Line: 2

08/21/12	Tuesday	6:04:19 PM	:15/:15	\$1,500.00	6p Local 12 News at Six	6p-630p	2614	2614	P-2	1	LSM
08/22/12	Wednesday		:15/:15	\$1,500.00	6p Local 12 News at Six	6p-630p	2614	2614	P-2	2	LSM
08/23/12	Thursday		:15/:15	\$1,500.00	6p Local 12 News at Six	6p-630p	2614	2614	P-2	3	LSM
08/24/12	Friday		:15/:15	\$1,500.00	6p Local 12 News at Six	6p-630p	2614	2614	P-2	4	LSM
08/27/12	Monday		:15/:15	\$1,500.00	6p Local 12 News at Six	6p-630p	2614	2614	P-2	5	LSM
				\$7,500.00							5

Line: 3

08/21/12	Tuesday	1:33:00 PM	:15/:15	\$1,700.00	11p M-F Local 12 News 1	11p-1135p	2614	2614	P-3	1	LSM
08/22/12	Wednesday		:15/:15	\$1,700.00	11p M-F Local 12 News 1	11p-1135p	2614	2614	P-3	2	LSM
08/23/12	Thursday		:15/:15	\$1,700.00	11p M-F Local 12 News 1	11p-1135p	2614	2614	P-3	3	LSM
08/24/12	Friday		:15/:15	\$1,700.00	11p M-F Local 12 News 1	11p-1135p	2614	2614	P-3	4	LSM
08/27/12	Monday		:15/:15	\$1,700.00	11p M-F Local 12 News 1	11p-1135p	2614	2614	P-3	5	LSM
				\$8,500.00							5

Line: 4

08/26/12	Sunday		:15/:15	\$1,700.00	11p Sa-Su Local 12 Nws	11p-1135p	2614	2614	P-3	1	LSM
				\$1,700.00							1
				\$21,700.00							16
				\$21,700.00							16
				\$21,700.00							16
				\$21,700.00							16
				\$21,700.00							16
				\$21,700.00							16

[Filtered by: ] [Sorted by: Station]